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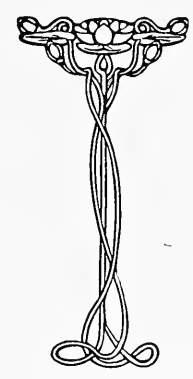
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MAR 13 1924 ★


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BAUR-STEINKAMP & COMPANY

YEAR 1924



3800 ROOKWOOD AVENUE
INDIANAPOLIS, INDIANA



THE year 1924 promises great strides in the progress of floriculture. In all the leading flowers, new varieties of merit are being offered to the trade, and the progressive grower is placing orders to keep his stock abreast of the times. Our introductions of past years are "making good," and we are encouraged to offer this year additional varieties in both carnation and chrysanthemum, which have proven their merit while under test. We feel confident that a fair trial will secure for them a place in your list of standard varieties.

In our breeding, we constantly strive for varieties that will appeal to the commercial grower, who plants in quantity and needs easy doers of high quality. We invite you to visit us and inspect our stock and our methods of growing, propagating and breeding.

In handling your orders, we will exercise the greatest care to get the stock to you in good condition. Give us your full address, plainly written, to avoid delay in transit. Also explicit instructions as to forwarding by express or parcels post. Our responsibility ceases upon delivery in good condition at the express depot or post office.

All bills are due on the first day of the month following date of invoice unless otherwise agreed upon.

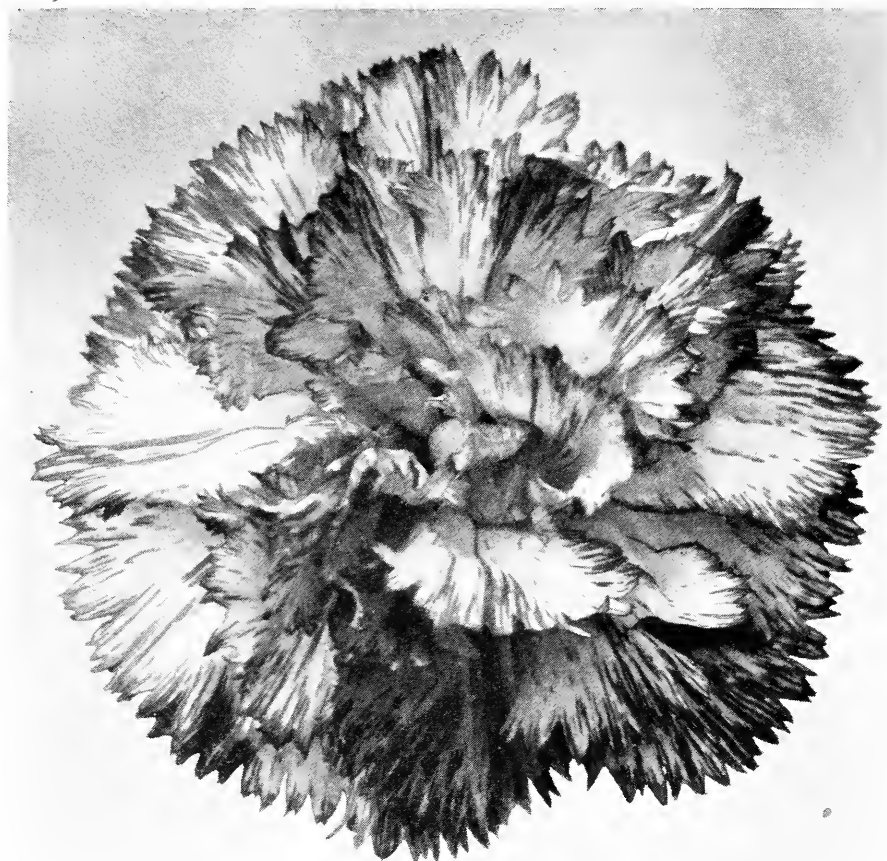
BAUR-STEINKAMP & Co.



RADIANT

We are offering "Radiant" as a strictly commercial scarlet, believing that it possesses all the requisites to place it at the head of the list. A seedling of Edna, it has that variety's vigor with added floriferousness. A better and more constant color. A non-bursting calyx. A more rigid stem and less inclination to rust. We think you will like Radiant after a fair trial.

\$12.00 per 100; \$100.00 per 1000.



VARIEGATED ROSALIA

As the name implies, a variegated sport from Rosalia. The colors are a Rosalia-pink stripe on a ground that is very pale flesh or nearly white when full developed. Has the same high quality of bloom, strong stem and non-bursting calyx as the parent. A striking and distinctive novelty that lends itself admirably to novel arrangements.

\$12.00 per 100; \$100.00 per 1000.

NEW AND STANDARD VARIETIES

SUPER SUPREME

Reports are coming in from all sides that "Super-Supreme" is pleasing those who planted it this season. With the Enchantress vigor and its pleasing color, it will be in big demand this year. We have a fine stock and can supply it in quantity.

\$8.00 per 100; \$75.00 per 1000.

BETTY JANE

A splendid variety that will be planted largely in place of Mrs. C. W. Ward. Makes a good plant in the field. Blooms freely. Flower stems are long and strong. Non-bursting calyx. The bloom is large and a pleasing shade of medium pink. Shows no inclination to grow grassy. We have a good stock.

\$10.00 per 100; \$90.00 per 1000.

NATALIE

Strong grower and extremely free flowering. Fair sized bloom. Deeply serrated petals. Medium shade of rose pink. Good calyx and strong stem. A good warm weather variety and should prove exceptionally valuable to our patrons who are located in the southern states.

\$8.00 per 100; \$75.00 per 1000.

ELDORA

A splendid variegated carnation. Free, easy grower. Pink stripes on white ground. Good stem and calyx. Should supplant Benora on account of its improved habit. Makes fine plant in the field.

\$10.00 per 100; \$90.00 per 1000.

LADDIE

The peer of all carnations. Should have a place in every carnation growing establishment. The public will always pay an extra price for it. We have a fine stock, cut back for cuttings, and are propagating it in quantity. Always in big demand.

\$12.00 per 100; \$100.00 per 1000.

MAINE SUNSHINE

We have a good stock of this fine yellow. It's clear yellow color makes it a favorite with the artist and the public.

\$15.00 per 100; \$125.00 per 1000.

HARVESTER

As a bread-and-butter white we place this variety at the head of the list. Will out-produce any variety on the market today. Pure white flower with never a trace of color. Non-bursting calyx. Long stems early, and a continuous bloomer.

\$6.00 per 100; \$50.00 per 1000.

THOS. C. JOY

Grows somewhat heavier than Harvester, not quite so fast, but produces pure white blooms of quality in profusion. We rank this second only to Harvester and on some places it might even prove better.

\$6.00 per 100; \$50.00 per 1000.

ENCHANTRESS SUPREME

We have greatly reduced our stock of this variety on account of the superiority of Super-Supreme. We are propagating it for those who prefer it on account of the slightly lower price.

\$6.00 per 100; \$50.00 per 1000.

ROSE PINK ENCHANTRESS

Still a favorite with those who favor the Enchantress type. Our stock is clean and vigorous.

\$6.00 per 100; \$50.00 per 1000.

ROSALIA

A great favorite with the store-men on account of its excellent quality. One of the best keepers. Deep cerise. Sells for red during the holidays.

\$6.00 per 100; \$50.00 per 1000.

RED ROSALIA

Like Rosalia, from which it sported, it is unsurpassed in quality. A very high grade scarlet. No splits and no cull flowers.

\$6.00 per 100; \$50.00 per 1000.

EDNA

Is gaining each year in popularity as a commercial scarlet. Good bloomer and long keeper.

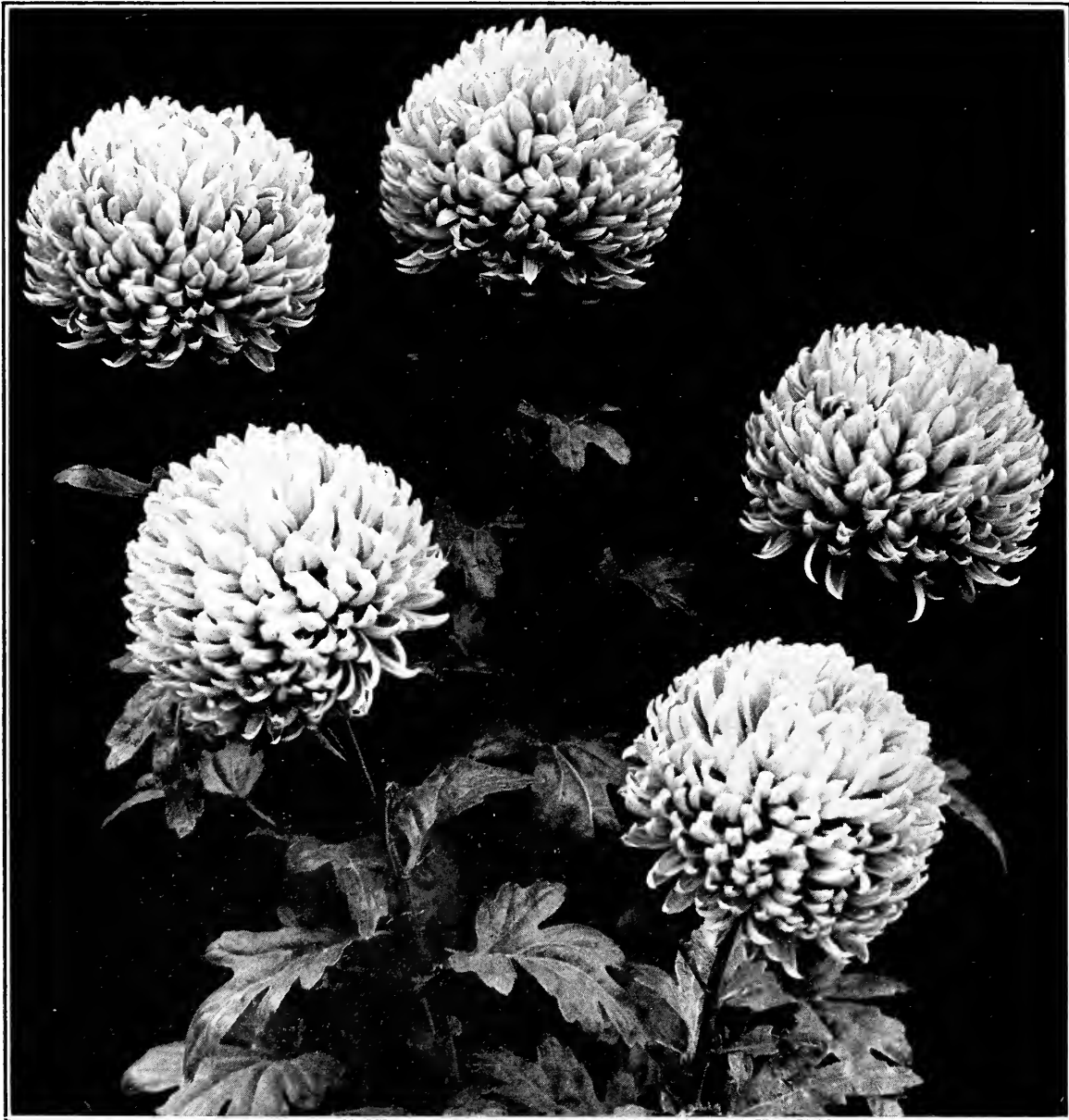
\$8.00 per 100; \$75.00 per 1000.



SNOW-WHITE

This variety should become a great favorite on account of its many good points. It is a very easy doer. Propagates readily. Grows strong and straight. The foliage is dark green and ample. The stem always holds the flower rigidly. The bloom is of good commercial size. It is always pure white and of that popular incurved form. Produces full percent of perfect blooms. Draws water well and keeps fine. Grows five feet from June planting. Take terminal bud.

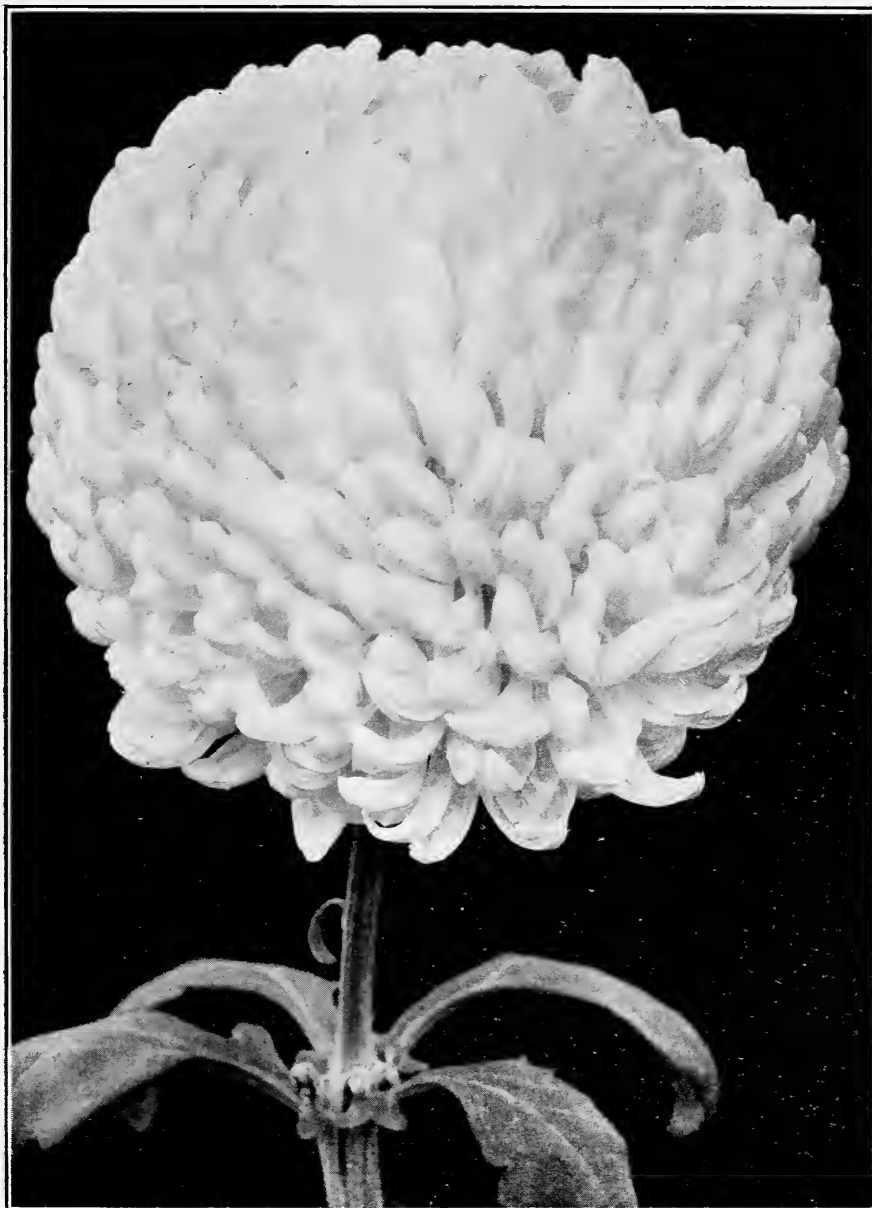
\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.



MEGAN

A splendid companion for Snow-White though not quite so large. Beautiful round flower with a deep clear pink color. Grows freely and straight, making five feet from June 15th planting. Can be planted close on account of the moderate sized foliage. A fine seller. Take terminal bud.

\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.



MONUMENT

A greatly improved Betsy Ross that blooms two weeks later than that popular variety. Our best white for Nov. 15th to 25th. Large incurved bloom of purest white. Strong growth, reaching five feet from late June planting. Stem holds flower rigidly. Take terminal bud.

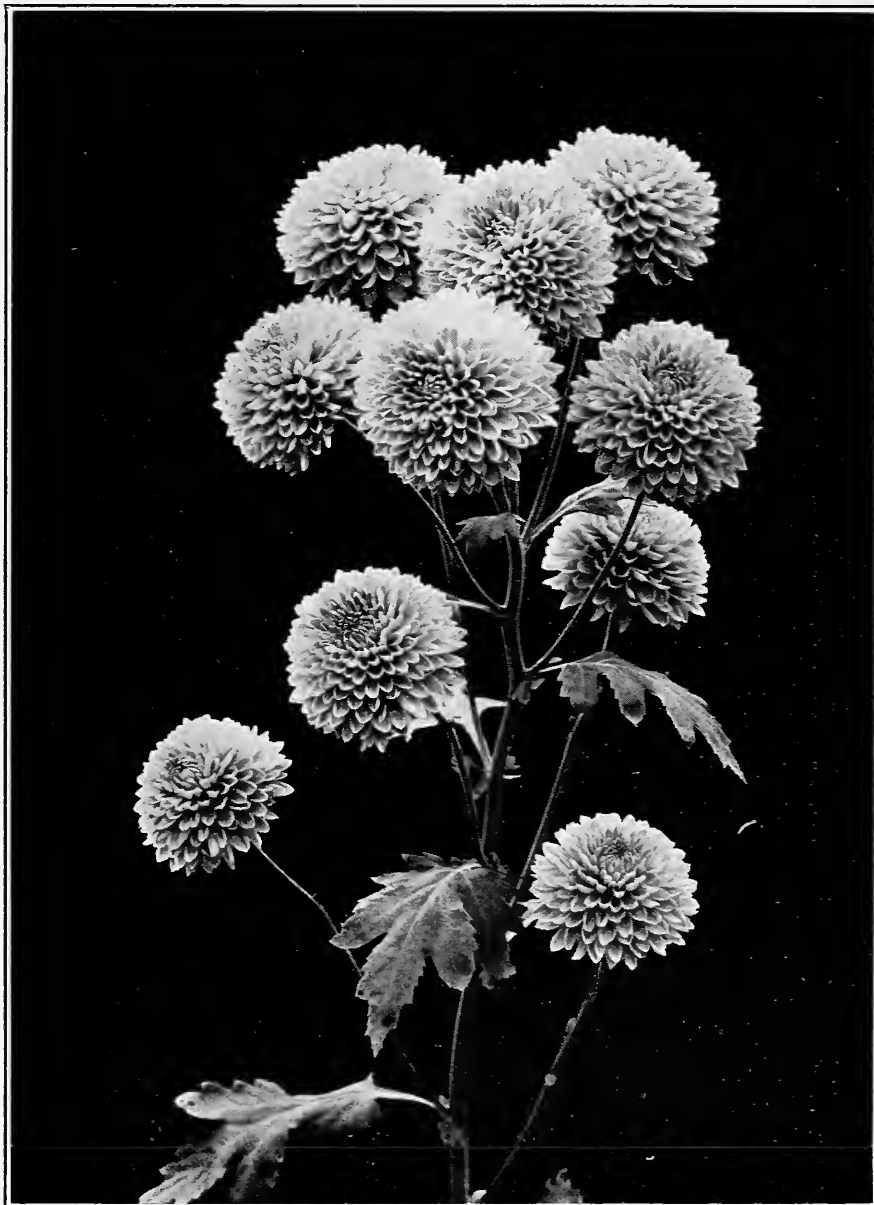
\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.



PINK DOT

One of our most attractive varieties and a fine seller. Produces fine sprays and lots of them. The individual bloom is round, as shown in the illustration. The color is white with a bright pink centre until the bloom is fully developed, when it becomes entirely white. A profitable variety to grow.

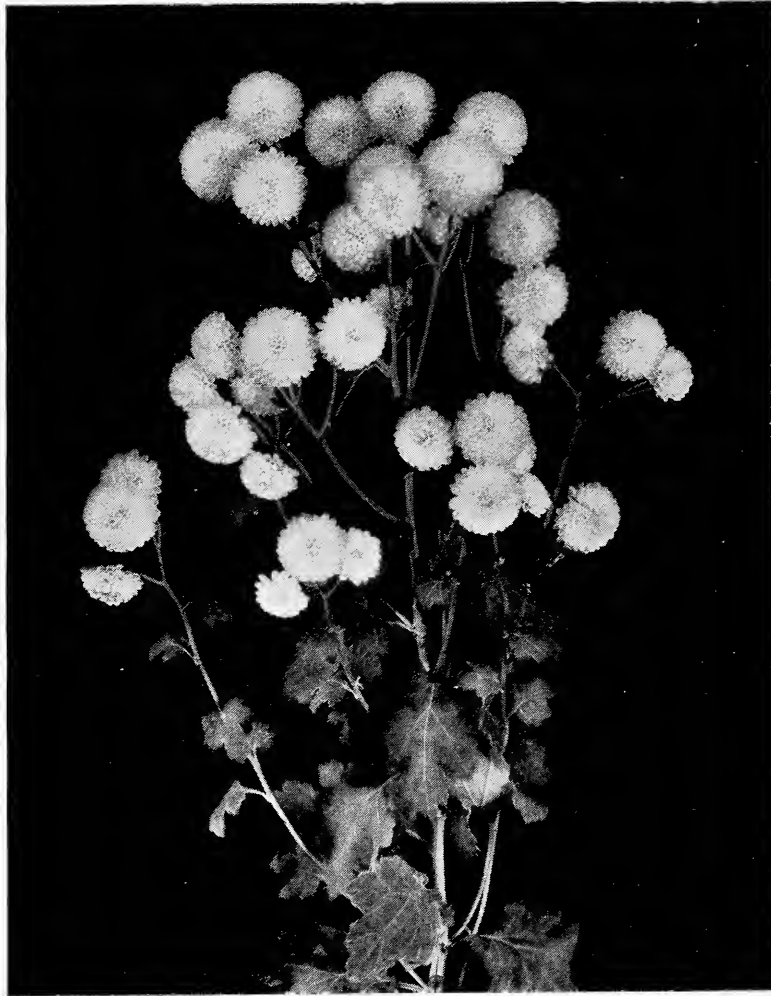
\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.



ROSE CHARM

Fine sprays of bright clear pink. Grows freely and gives a good yield per foot of bench space. Sells fine on account of its beautiful color and symmetrical sprays.

\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.



NUGGETS

Our best yellow pompon for blooming Nov. 1st to 15th. The perfect individual blooms are born on rigid stems, making it easy to handle and a perfect commercial variety. The color is a clear canary yellow. The bloom is of the large button type. If you grow pompons, you should have a good block of Nuggets.

\$5.00 per dozen; \$25.00 per 100; \$200.00 per 1000.

NEW AND STANDARD VARIETIES

Except where noted, \$5.00 per 100, \$40.00 per 1000.

CITRONELLE—Disseminated by us last season. Its strong growth, large size and well formed bloom made a hit with those who planted it this past season. Clear lemon yellow. Blooms October 20th. Grows four feet from June planting. Take terminal bud. We have a fine stock. \$10.00 per 100; \$80.00 per 1000.

VENUS — Like Citronelle, this variety has “caught on” in its first year out. Strong grower. Beautiful round flower. Light pink in color. Blooms October 20th. Take terminal bud. \$10.00 per 100; \$80.00 per 1000.

GOLDEN GLORY—We have a fine stock of this splendid commercial yellow. Absolutely the best yellow for blooming November first. The size, color, stem and foliage are all ideal. Take terminal bud. \$6.00 per 100; \$50.00 per 1000.

GLORIOUS—Has become a great favorite on account of its splendid growth, large bloom, and pleasing color. Our very best pink for blooming October 25th to November 5th. Take terminal bud. We have a good stock. \$6.00 per 100; \$50.00 per 1000.

WHITE

CRYSTAL GEM—Earliest large flowering white. Oct. 1st to 10th.

OCONTO—Second early white. Oct. 10th to 20th.

BETSY ROSS — Solid incurved bloom. Good shipper. Oct. 20th to Nov. 1st.

JOSEPHINE FOLEY—Large incurved pure white. Oct. 25th to Nov. 1st.

MRS. CHAS. RAGER—Incurved pure white. Ideal grower. Nov. 5th to 15th.

WM. TURNER—Large white. Fine for exhibition. Nov. 1st to 10th. \$6.00 per 100; \$50.00 per 1000.

LYNWOOD HALL—Large incurved white. Nov. 15th to 25th.

DECEMBER QUEEN — Incurved white. Blooms for Thanksgiving and later. \$6.00 per 100; \$50.00 per 1000.

YELLOW

- COMOLETA—Earliest commercial yellow. Oct. 5th to 15th.
- TIGER—Good second early yellow. Oct. 15th to 20th.
- SUNGLOW—Follows Tiger. Good incurved yellow. Oct. 20th to 25th.
- CELEBRATION — Golden yellow sport from Yellow Eaton. Grow cool for Thanksgiving Day. \$6.00 per 100; \$50.00 per 1000.
- YELLOW TURNER—Sport from Wm. Turner. \$6.00 per 100; \$50.00 per 1000.
- LENA BAUM—Yellow sport from Mrs. Chas. Rager. Nov. 5th to 15th.
- WHITTIER—Fine incurved yellow. Nov. 15th to 20th. \$6.00 per 100; \$50.00 per 1000.
- DOLLY DIMPLE—Light yellow. Fine upright habit. Nov. 20th to Dec. 1st.

PINK

- TOKIO — Large reflexed pink. Oct. 12th to 20th.
- PROGRESS — Bright incurved pink. Oct. 20th to Nov. 1st.
- MRS. J. LESLIE DAVIS—Pink sport from Turner. \$6.00 per 100; \$50.00 per 1000.
- CHIEFTAIN — Round incurved bloom. Good seller. Nov. 1st to 15th.
- MRS. E. A. SEIDEWITZ—Large incurved pink. Nov. 15th to 25th.
- THANKSGIVING PINK — Best pink for Nov. 20th and later.

MISCELLANEOUS

- BARBARA DAVIS — Large bronze. Nov. 15th to 20th.
- HARVARD—Best dark red. Nov. 10th to 20th.

POMPONS

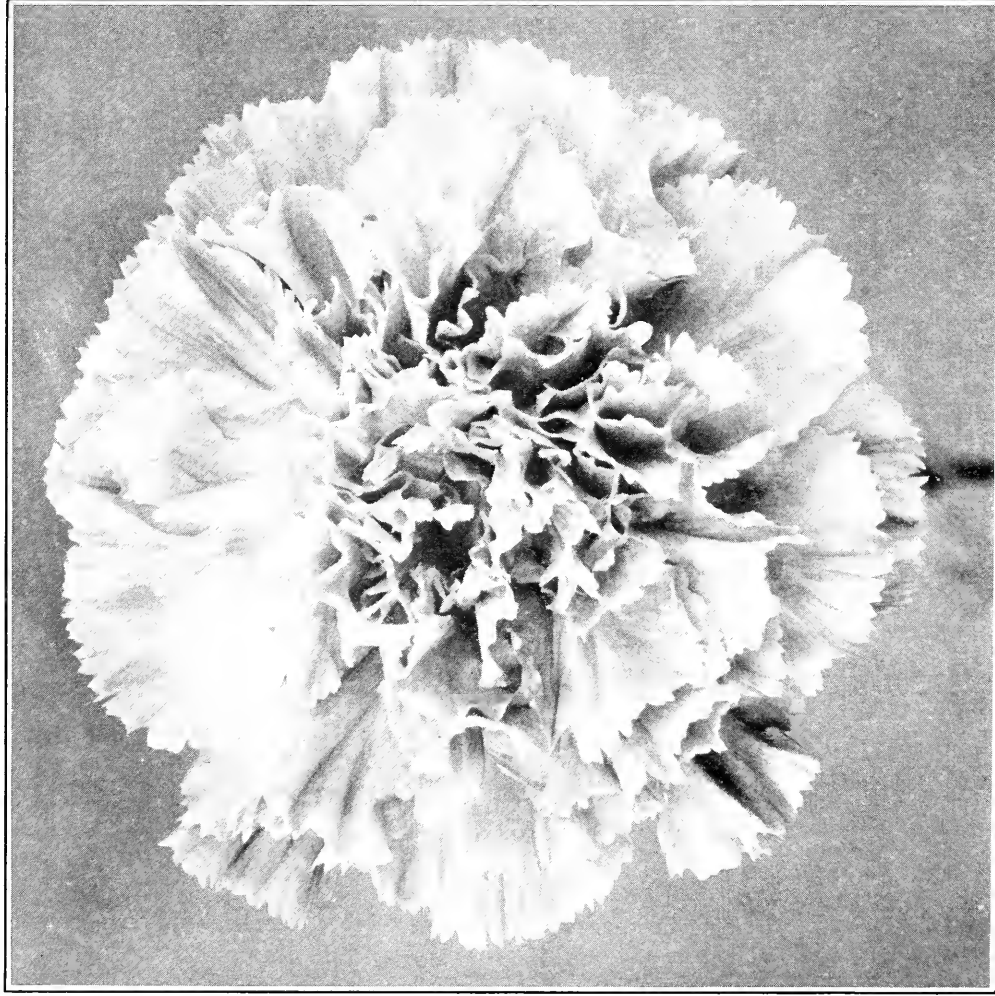
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| AUTUMN GLINTS — G o l d e n
bronze. | LUELLA—Light pink. |
| BABY—Small button yellow. | NIZA—Best early pink. |
| CRYSTAL WHITE—Best white
for early November. | PINK DAISY—Single pink. Fine
sprays. |
| FLORA—Best deep red. | SNOW-CREST—Strong growing
white. |
| FRANK WILCOX — B e s t late
bronze for Thanksgiving Day. | SNOW-BIRD — Small flowered
white. |
| GOLDEN CLIMAX — Rich deep
yellow. | SOURCE DE OR—Good straight
petaled bronze. |
| GOLDEN WEDDING — Bright
yellow. | SUNSHINE—Anemone flowered
yellow. Late. |
| HILDA CANNING—Bronze with
red centre. | VARSAITY—Button type yellow.
Earlier than Baby and stronger. |
| IDA—Best early yellow. | WHITE DOTY—White s p o r t
from Lilian Doty. |
| LILIAN DOTY—Good rose pink. | WESTERN BEAUTY—Best late
pink. We have a large stock. |
| LILLIA—Good bronze. | |
| LUCIA—Light lavender pink. | |
| LUCRETIA—Lavender pink with
darker centre. | |

Delivery of Chrysanthemum cuttings will begin in February.

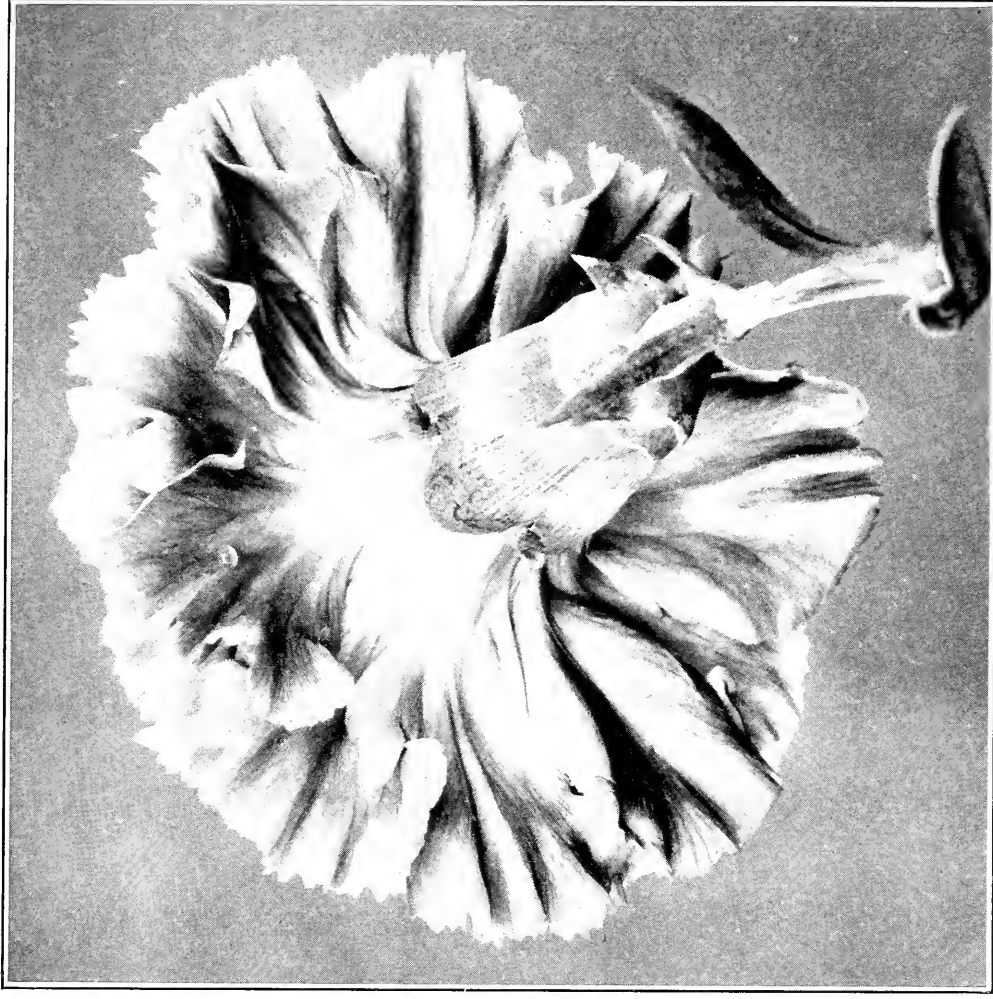
POINSETTIAS

The Poinsettia is becoming more and more the popular Christmas plant. Can be grown into any priced plant by simply planting more or less plants into a suitable pot. Let us book your order now and ship the young plants to you when you are ready to pan them up. We carry a large stock and ship from July to October. Our plants go safely everywhere. We do not ship in paper pots. \$9.00 per 100; \$85.00 per 1000.

“BETTY LOU” A New Carnation for 1925



We have been working through a number of years for a variety in the Ward shade of pink that would give promise of success in the hands of the average grower. After working through several generations, during which time many hundreds of crosses were made, we have selected from our 1920 seedlings a variety that seems to possess the necessary qualities. It propagates easily. It makes fine plants in the field. It has health and vigor. It transplants readily. It blooms freely. The stems are of good length and always strong. The bloom



is large and well formed. The calyx never splits. The bloom opens freely at all seasons and does not show sleepy in warm weather. The color is a pleasing shade of medium pink, spread evenly over the entire flower. It does not come off-colored or streaked in dark weather. The illustration gives a good idea of its general makeup. We are booking orders for delivery beginning in December, 1924. Come and see it growing.

\$15.00 per 100; \$125.00 per 1000.